

Discount Store News

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Interest Hikes Give K mart Edge in Expansion Race

Nationwide DSN Report
Crisis or opportunity?
Record-high interest rates are affecting retailers in different ways, slowing growth in some small chains that lack sufficient financial muscle to ride

out the storm, but giving K mart its best opportunity since the 1974 shakeout to capitalize on its huge cash resources.
Other chains are making more use of lower-rate, tax-free

industrial revenue bonds where possible, to maintain expansion plans into 1981; and inventories are being tightened even further, as manufacturers' terms become more restrictive, and the float is diminished.

Some effects of the rapidly rising interest rates are:

- Block Distributors, a small catalog chain with four outlets in the Philadelphia market, is postponing new showrooms until the loan rates come down.
- K mart is making a long-term tradeoff by planning to maintain its projected construction of more than 180 stores in 1980 and 1981. Chairman and ceo Robert E. Dewar explains:

"The price of increased market share in retailing is, to some extent, a voluntary choice to forego present income to benefit even more in the future.

"We are prepared to accept the lower net profit margins inherent in such an expansion program, particularly in new geographic areas in order to achieve a growing national mar-

ket share."

- Roses, a large regional chain in the Southeast, is looking for alternative financial resources, and may make more use of in-

dustrial development bonds where possible.

"We are intensifying our site searches in those counties and
(Continued on page 36)

8 Ward Stores in Florida To Get Jefferson Format

MIAMI—Seeing strong growth opportunities in its high-volume Jefferson units, Montgomery Ward will convert eight Florida Wards to Jefferson/Ward stores Jan. 1.

In another new development indicative of Jefferson's growing importance to Ward, Jefferson president David Kenny has been named a senior vp of Ward and member of its board of directors.

Jefferson was also reportedly among the retailers speaking with representatives of Vor-

nado about acquisition of several Two Guys stores in the Philadelphia area, where Jefferson acquired eight former J. M. Fields stores earlier this year.

The explosion of Jefferson will take the chain from 11 units at the beginning of this year (it has already opened a 12th Jefferson and operates three Almart stores) to almost 40 in 1980, even if no further purchases are made.

"The company felt the Ward
(Continued on page 8)



The prime interest rate, which had held for the first five months near the 1974-75 high of 12%, has zoomed over 15% recently, shaking up chain growth plans.

(Source: Chemical Bank)

Fuel Saving and DIY Spark APAA Show

CHICAGO—Fuel saving and do-it-yourself were the dominant themes of this year's Automotive Parts and Accessories Association show.

Few new products were displayed by manufacturers, and merchandisers for discount chains seemed to concentrate on new lines of polymer polishes offered by several companies.

"One thing we really want to look over while we're here are the poly waxes," said George Richardson, hard lines merchandise manager for Mr. Wiggs.

Among the exhibitors offering such products to retailers for the first time were Polyglycoat, which previously worked only through new-car

dealers, and Turtle Wax.

Bernie Zirnheld, auto buyer for Ayr-Way, said he plans to introduce in his stores next spring both Turtle's PolyShell and Blue Coral's Blue Poly. While Ayr-Way will discount both products, its price points of almost \$20 represent a tremendous jump from the \$4-\$5 for most premium waxes.

"With the kind of ad support Turtle Wax will give and with the Turtle name, you almost have to carry that product. People will come in and ask for it, so you better have it. I think it will sell, even with the relatively high price," he said.

Tim Crager, the buyer at Heck's, said he, too, will probably add at least one polymer
(Continued on page 5)

Woolworth Unwraps 1st 8 J. Brannams; Seeks Consumer, Supplier Recognition

ARLINGTON, Tex.—F. W. Woolworth expects multiple dividends from its new J. Brannam unit here, but the fledgling off-price apparel chain still has obstacles ahead. Its buyers must broaden their market contacts, and the Brannam name and approach to brand name merchandising must gain consumer recognition.

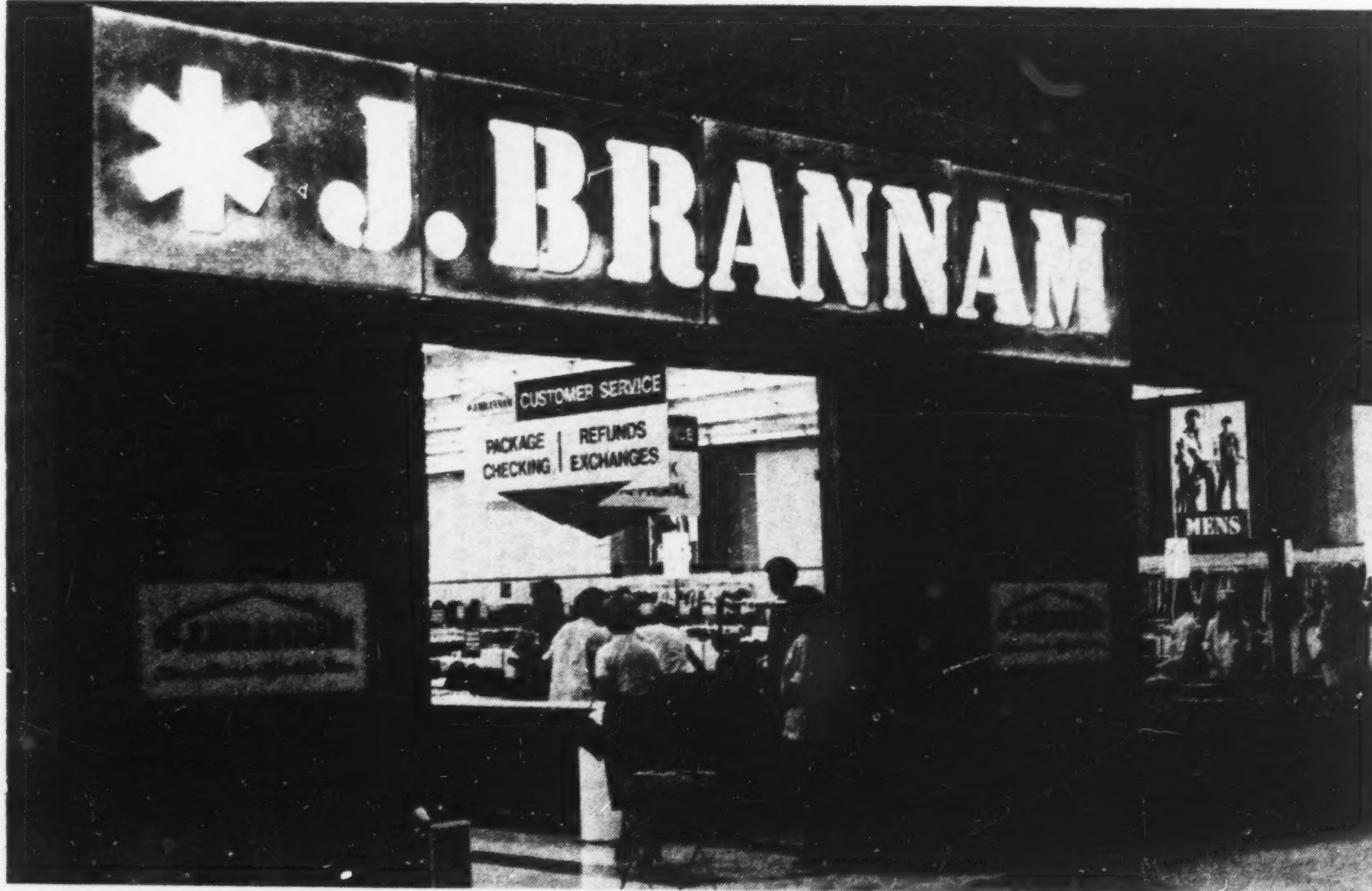
In a single stroke, Woolworth converted 30,000 sq. ft. of excess Woolco space into an adjacent fast-turning high-margin specialty store, forcing better cube use at Woolco. The discounter also looks to pull some of its new neighbor's upscale customers into its hard lines departments.

Woolworth opened eight Brannam units

late last month—five in the Dallas market and three in Oklahoma City, which should increase the visibility of off-price retailing in the Southwest.

This region has not seen the proliferation of stores like Marshalls or Hit or Miss (particularly strong in the Northeast), and Brannam should benefit from the lack of direct competition. On the other hand, the new chain must make a compensating effort in getting its message across—and explaining to a local consumer how it offers famous labels at reduced prices.

Meanwhile, J. Brannam (an acronym for "just brand names") could be the key to boost-
(Continued on page 28)



Woolworth opened this J. Brannam unit in North Dallas in a mall adjacent to a Woolco store. A total of five units premiered in the Dallas market and three opened in Oklahoma City. (DSN photo)

Discounting Week

LURIA SWITCHES. L. Luria & Son has switched from Creative Merchandising to Mutual Merchandising, thereby becoming the second Creative member to leave the group (Service Merchandise was the first), and the first to join another coordinator. A Luria executive cited increased direct competition among Creative members in Florida as a factor. (More details, next issue.)

TARGET: AUSTIN. Target plans to move into Austin, Tex., with two stores in the fall of 1980, each 100,000 sq. ft. The chain will focus on the Southwest in its growth plans.

CALDOR EXPANSION. Caldor at presstime opened an 85,000-sq.-ft. store in Sche-

nectady, N.Y., as its entry into the upstate New York area. Its other 12 New York stores are in the downstate area in six counties north of New York City.

NEW CLARKINS HEAD. Arthur Blackburn, formerly president and ceo of Lafayette, has been named president and ceo of the Clarkins division of Unishops, succeeding Elza Hopkins who will retire in March.

GIBSON'S GMM. Ed Kaiser has been named general merchandise manager of Gibson's, whose 41 company-owned stores are being revamped under the five-month-old presidency of John Lundegard. Kaiser had been exec vp of Margies Apparel Shops.

3 More Nichols Stores Ready DIY Centers

GREENVILLE, N.C.—In a move that will boost store volumes 15% to 20%, S. E. Nichols will open three home improvement centers in the next six weeks, similar to the new unit here.

New home improvement centers will open in Greenville, S.C., where Nichols is set to open a former J. M. Fields store by the end of this month, and in Harrisonburg, Va., and Martinsburg, W. Va., by the end of the year.

S. E. Nichols has taken over adjacent supermarkets in the Virginia and West Virginia sites to make room for the home improvement centers.

"We want to get every store on a chainwide program of home improvement centers," said the chain's hard lines mm Irwin Levine, "because more people are going the DIY route rather than pay a contractor for it. We're firmly committed to the concept."

Nichols has already converted 24 of its 41 stores to include home improvement centers, ranging from 18,000 to 30,000 sq. ft. The centers add 15% to 20% to each store's total volume, although Levine suggested that 15% is a conservative figure.

The Greenville, N.C., unit is typical of the home improvement centers. At 20,000 sq. ft., it is the average size and was installed at the end of July as an addition to the 100,000-sq.-ft. store.

Space and stock were more than doubled; the old hardware department ran 8,000 sq. ft. Categories added included storm doors and windows, hot water heaters, bedding and other furniture, sheetrock, paneling, moulding and lumber.

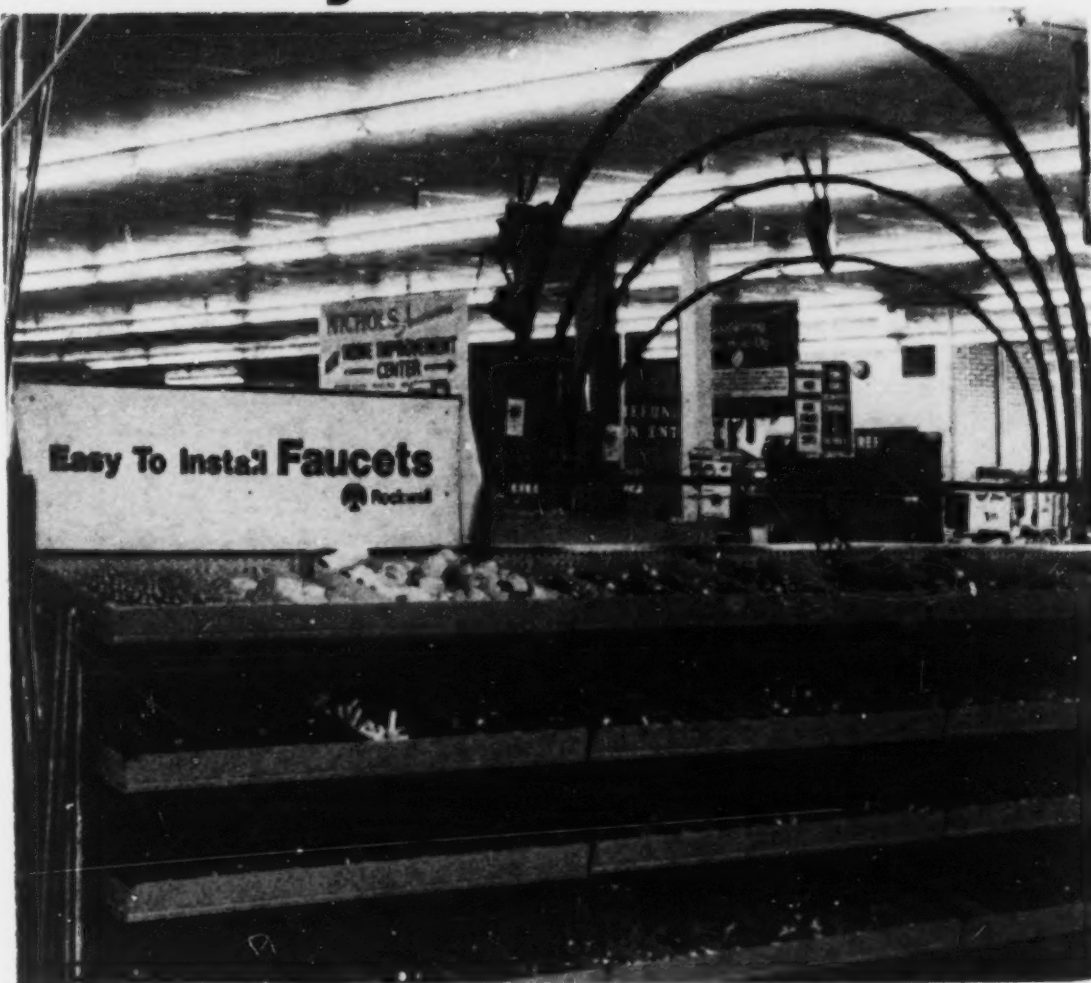
Paint and electrical sections were expanded by 40 ft. each (electrical now has four 24-ft. runs). Hand tools were tripled from the former 24-ft. run, and mailboxes were given 16 ft. (they occupied 4 ft. prior to the addition).

Plumbing, which had consisted of a small blister-pack program, was given two 40-ft. runs and now includes open stock. Levine said the chain found that "customers like to feel the item in open stock, whether it's a Y joint or any plumbing item."

Store manager Doug Locklear said his store is near the 15% mark in increased volume after the addition, although "you need greater momentum to get going because of shopping habits the customers had already developed."

Locklear is in an area loaded with competition. Home center Moore's, with roughly 30,000 sq. ft. of lumberyard and 15,000 sq. ft. of store space, is adjacent to the Nichols store. Home center chains Lowe's and Wickes are also represented, with Wickes only 1/4 mile away.

Two large independents are also in Greenville, and K mart (Continued on page 16)



S. E. Nichols added open stock to its smaller blister-pack program in plumbing when 20,000 sq. ft. was added to this Greenville, N.C., store as a home improvement center. (DSN photo)

Vitamins Hot, Gulp More Store Space; PL Gains

Nationwide DSN Report

Unit sales increases in excess of 20% a year are causing chains to devote more space to vitamins, although thin margins have led to more private labeling by chains.

Discounters including K mart, Target, Korvettes, FedMart, Bradlees, Jefferson, Murphy's Mart and Heck's have developed private label vitamins, although the range of product varies.

Heck's stocks private label as 25% of its vitamin mix, with national brands accounting for 75%. Korvettes, meanwhile, stocks nearly 70% of its mix in private label. At FedMart, a spokesman said private label accounts for 95% of sales.

The category is ideal for a private label program because margin opportunities will be maximized by high turns. The merchandise turns seven to eight times a year, well above the H&BA department average.

While margins on vitamins generally run 25%, a home brand can boost this by more than 10 points. Some discounters, such as Korvettes and Jefferson, give their home brand high visibility in promotions. Others prefer to maintain margins and use the national brands as a traffic draw.

A spokesman at S. E. Nichols, which uses a controlled la- (Continued on page 37)

In This Issue...

SHORTAGE CONTINUES. Lack of Black & Decker product, which has already affected chains' Christmas promotion plans, will cause hardware buyers more problems into the spring. High interest rates are another headache, and DSN's hardware coverage focuses on how various chains are coping with the situation. (P. 26)

TRADE-UPS UP. High-end merchandise scored in the latest housewares PMA. This survey, covering the period Aug. 3 to Sept. 21, showed that retailers anticipate shoppers' desire for more fashionable items for the holiday season. How does your chain's performance compare with these findings? (Pp. 19-25)

WHAT'S IT WORTH? In this issue, the Discounter Management Development Series focuses on the problem of evaluating inventory, comparing the cost method and the retail method. Touche Ross' Leslie Chick shows the limitations of one and the advantages of the other in this DSN exclusive. (Pp. 15-16)

SPECIALTY CHALLENGE. Off-price apparel stores, such as Marshalls and the new J. Brannam, have recently been gaining market share at the expense of the traditional discounter. By offering name brands at a cut price, these new merchandisers have created problems for many of their competitors, including upscale discounters. Learn how Bradlees and Target are reacting to the specialty threat. (P. 28)

U-PAK. WE PACK. K mart has opened a new U-Pak box store in Pontiac, Mich., with prices 10%-30% below normal supermarkets. But Kroger, its chief competitor in the area, is not exactly giving up. DSN coverage also indicates possible weak points in the K mart concept. Compare the shelf and unit prices for yourself, then decide if the savings U-Pak offers outweigh the limited assortment. (Pp. 3, 30-31)

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Report on Consumables:

Candy Bar Biz Up to Par But Bags Lag

Nationwide DSN Report

Candy bar sales are holding their own, and increasing in some chains—but traffic in bag candies and chocolate has

dropped off, according to recent buyer reports.

Other trends in the low-margin, fast-turn consumable category include:

- Soda pop and noncarbonated beverages are still seasonal or promotional items, but that situation is changing as suppliers develop programs geared to discount chains;
- Natural foods have not really caught on yet;
- Gum and sugarless items are doing surprisingly well;
- Rising costs are keeping profits down in paper goods—and if this trend continues, chains that only promote paper may get out of this business.

Claudia Stompananato, candy buyer for Chicago's Community chain, spoke for a consensus when she said that "candy sales are in single bars, (Continued on page 35)

In Our Next Issue...

MASS WITH CLASS. DSN's annual discount chain profile focuses on Bradlees, the classy mass merchandising arm of supermarket giant Stop & Shop. Exclusive in-depth interviews with Bradlees and Stop & Shop executives in every department and division uncover the secrets of Bradlees' success. How does the parent corporation's buying clout help Bradlees against stiff

competition in New England? What does the recent move into Virginia signify? Why does home decor get so much attention at Bradlees, while some hard lines get more modest investments of inventory and space? DSN's exclusive Bradlees profile digs into one of the leading tradeup chains, and puts it all in perspective—in our next issue.

Spotlight on: Bare-Bones Approach

The Real Frill Of It All Is The Prices

DALLAS—Woolworth's new J. Brannam specialty store adopted a no-frill approach typical of stores like Marshalls, Loehmann's and Hit or Miss that pioneered off-price apparel merchandising.

While newer outlets have experimented with upgraded decor, Brannam held to the wisdom that low overhead permits the lowest retail prices and contributes to profitability.

"The brands speak for themselves," said the store manager here.

Brannam has fashioned itself most closely after Marshalls—store sizes (20,000 to 30,000 sq. ft.) and department adjacencies are almost identical. (DSN photo)



DISCOUNT STORE NEWS

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Discount Store News



Trade-up Gains As Stores Map Holiday Drives

By Harold Rubin
President,

HalMar Distributors Inc.

Traded-up housewares—such as glassware in the Mr. Pro line, and brass and chrome bath shop items—showed up strong in the Product Movement Audit for Aug. 3-Sept. 21 as discounters and other retailers geared for the holiday entertaining and gift-giving action.



The appearance of high-end merchandise was evident both in the staple housewares that dominated the report and in the handful of glassware goods that comprised the only new items to make the chart.

Only seven glassware items were new to the PMA, and they included such high-end goods as 8-packs of 12-oz. bev-

Figures supplied by HalMar Distributors, Holyoke, Mass., cover 500 stores, including 400 full-line discount department stores from New England to the Carolinas. Average retail prices listed by the distributor reflect typical price points for discount clients.

erageware in the Summer pattern for an average retail of \$6.83 (No. 9 on the chart); in the Oriental design, \$7.10 (No. 17), and in the Gold Savoy pattern, \$6.11 (No. 31).

The appearance of the three new designs reflected consumer interest in having new

(Continued on page 20)

East Coast Hot Movers

The following "High Risers" charts products (and their rank) that have moved up five or more places from the previously published HalMar PMA report. In addition, under the heading "New Items" are products (and their rank) that are appearing for the first time on the report.

Category/Item \$ Rank

HIGH RISERS

Glassware	
9-oz Bev. regency	3
6 1/2-oz Wine, Mr. Pro	4
Wine, Noblese, 4-pk	5
12-oz Bev. Blue Bolero	6
8-oz White wine, Chivalry	7
11-pc Table svc st, Prescut	12
Goblet, Noblese, 4-pk	13
12-oz Bev. Wheat	14
16-oz Cooler, Blue Bolero	15
9" Bud vase, Prescut	20
13 1/2" Canister	26
10 1/2-oz Wine, Mr. Pro	29
12-oz Goblet, Chivalry	34
4 1/2-oz Sour, Mr. Pro	36
12-oz Goblet, Mr. Pro	37

(Continued on page 20)

HOUSEWARES

\$ Rank Curr. List	\$ Rank Prev. List	Item	Unit Movement	Average \$ Retail	Total \$ Movement
GLASSWARE					
1	—	16-pc Beverage set, Newport Crystal	1,130	12 15	13,729 50
2	—	16-pc Bev set, Newport Honey Gold	486	12 15	5,904 90
3	11	9-oz Bev. Regency	10,440	0 44	4,593 60
4	10	6 1/2-oz Wine, Mr Pro	918	4 76	4,369 68
5	—	Wine, Noblese, 4-pk	876	4 67	4,090 92
6	47	12-oz Bev. Blue Bolero	9,144	0 44	4,023 36
7	—	8-oz White wine, Chivalry	2,901	1 43	4,005 43
8	12	8 1/2-oz Wine, Mr Pro	840	4 76	3,998 40
9	—	12-oz Bev. Summer, 8-pk	558	6 83	3,811 14
10	9	12 1/2-oz Bev. Wheat Spray, 8-pc	492	7 73	3,803 16
11	14	6 1/2-oz Tall wine, Citation, 4-pk	751	4 94	3,709 94
12	19	11-pc Table service set, Prescut	380	9 71	3,689 80
13	—	Goblet, Noblese, 4-pk	786	4 67	3,670 62
14	—	12-oz Bev. Wheat	6,264	0 53	3,319 92
15	34	16-oz Cooler, Blue Bolero	6,192	0 53	3,281 76
16	6	4-pc Mug set, green trim	440	7 15	3,146 00
17	—	12-oz Bev. Oriental, 8-pk	438	7 10	3,109 80
18	5	4-pc Mug set, gold trim	432	7 15	3,088 80
19	23	12-oz Bev. Gold Aster, 4-pk	996	2 87	2,858 52
20	27	9" Bud vase, Prescut	3,960	0 71	2,811 60
21	18	6 1/2-oz Wine, Tawny Accent, 4-pk	570	4 85	2,764 50
22	26	16-oz Cooler, Tawny Accent, 4-pk	894	3 05	2,726 70
23	22	Chip n Dip set, Prescut	463	5 84	2,703 92
24	16	4" Ashtray, gold	4,308	0 62	2,670 96
25	17	Ranson soup	2,664	0 98	2,610 72
26	—	13 1/2" Canister	852	3 05	2,598 60
27	28	16-oz Cooler, Gold Aster, 4-pk	762	3 32	2,529 84
28	—	80-oz Pitcher, Wheat	768	2 96	2,273 28
29	39	10 1/2-oz Wine, Mr Pro	474	4 76	2,256 24
30	20	9" Bud vase, milk white	3,168	0 71	2,249 28
31	—	12-oz Bev. Gold Savoy, 8-pk	360	6 11	2,199 60
32	8	Mug, Coach	1,226	1 79	2,194 54
33	32	11 1/4-oz Goblet, Tawny Accent, 4-pk	450	4 85	2,182 50
34	—	12-oz Goblet, Chivalry	1,512	1 43	2,162 16

(Continued on page 20)

Build hand cleaner sales



New DL hand cleaners bring customers back... they do the tough jobs other products can't handle. Tounce with grit, unlike any other hand cleaner, opens the door to additional sales. Have Proud Hands lotion cleaner was specifically developed for the do-it-yourself market. Both feature a dispenser in every package. They join the industry standard "DL blue label" for a complete line for every job. Dramatic free P.O.P. displays, strong co-op ad program give you a total program to build hand cleaner traffic and repeat sales. Get all the facts from your distributor or call us direct at 716-853-4700.



DL-Banite Group

Banite Inc.
Buffalo, New York 14204
Toronto, Ontario M8Z 2R4



What flash has the most advertising?

Sylvania Blue Dot™ has always been out in front. And we're first again this year in flash advertising.

You'll see our Blue Dot campaign creating red-hot interest over network TV and in national magazines. With strong selling messages. And with store coupon and refund offers that customers will find irresistible. It's the kind of advertising that has kept Blue Dot the number-one best seller across the country. And across your counter.

To clinch sales for you, we've got regular promotions plus colorful, eye-catching displays to build traffic during special selling seasons.

With all this, you won't have to give a thought to how well your Blue Dot sales are going. Because you'll get plenty of reminders at the check-out.

SYLVANIA Blue Dot **GTE**

HOUSEWARES						\$ Rank Curr. List	\$ Rank Prev. List	Item	Unit Movement	Average \$ Retail	Total \$ Movement
(Continued from page 19)											
\$ Rank Curr. List	\$ Rank Prev. List	Item	Unit Movement	Average \$ Retail	Total \$ Movement						
GLASSWARE											
35	29	12-oz Bev. Gld Country Garden, 4-pc	3,480	0.62	2,157.60	11	—	7" Pie plate, glass	14,664	1.61	23,609.04
36	—	4 1/2-oz Sour, Mr Pro	438	4.76	2,084.88	12	—	12 1/4" Open roaster, gl cer, floral	1,158	16.42	19,014.36
37	45	12-oz Goblet, Mr Pro	438	4.76	2,084.88	13	—	9-pc Cookware set, metal, SilverStone	223	69.29	15,451.67
38	30	7-pc Table service set, Prescut	268	7.73	2,071.64	14	4	3-qt Bake dish, glass w basket	897	11.65	10,450.05
39	—	11-oz White wine, Citation, 4-pk	414	4.94	2,045.16	15	11	3-qt Oblong bake dish, glass	2,560	4.04	10,342.40
40	46	Butter dish w cover, Prescut	1,908	1.07	2,041.56	16	16	6-cup Teapot, gl cer, blue	886	11.65	10,321.90
41	36	12-oz Bev. Tawny Accent, 4-pk	756	2.69	2,033.64	17	13	2-qt Casserole, glass w basket	750	11.65	8,737.50
42	50	4-lb Apoth jar, Fountain Square	1,074	1.88	2,019.12	18	—	6-cup Teapot, gl cer, Meadow	654	13.05	8,534.70
43	31	Ranson St. Den cup	3,240	0.62	2,008.80	19	12	3-pc Mix bowl set, gl, gold	981	8.05	7,897.05
44	—	6 1/2-oz Sherbet, Mr Pro	420	4.76	1,999.20	20	—	6 1/2" Skillet, gl cer, floral	1,752	4.49	7,866.48
45	—	10 3/4" Canister	792	2.51	1,987.92	21	14	3-pc Scpn skil set, gl cer, brown	230	34.19	7,863.70
46	—	14-oz Mug, Chug-A-Mug	1,848	1.07	1,977.36	22	—	12 1/4" Open roaster, gl cer, blue	510	15.07	7,685.70
47	—	16-oz Cooler, Crown Point 4-pc	558	3.50	1,953.00	23	22	3-pc Scpn skil set, gl cer, floral	197	34.19	6,735.43
48	24	12-oz Bev. Petite	3,132	0.62	1,941.84	24	18	3-pc Mix bowl set, glass, brown	796	8.05	6,407.80
49	—	8-oz Juice, Gold Bolero	4,312	0.44	1,897.28	25	19	2-pc Bowl w handle set, gl cer	765	8.09	6,185.85
50	—	4 1/2-oz Cocktail, Mr Pro	384	4.76	1,827.84	26	20	2-qt Oblong bake dish, glass	1,569	3.59	5,632.71
COOKWARE						27	24	3-qt Saucepan, gl cer, blue	388	14.75	5,567.80
1	9	3-pc Scpn skil set, gl cer, blue	5,497	16.19	88,996.43	28	23	3-qt Saucepan, gl cer, brown	339	15.75	5,339.25
2	10	6-cup Teapot, gl cer, brown	4,136	13.05	53,974.80	29	—	2-qt Oblong bake dish, glass w basket	1,301	4.04	5,256.04
3	5	2-pc Dish set, gl cer	8,489	5.39	45,755.71	30	—	2" deep Tin cooky sheet, nonstick	2,134	2.42	5,164.28
4	15	6-cup Teapot, gl cer, floral	3,357	13.05	43,808.85	31	8	3-pc Mix bowl set, glass, green	584	8.05	4,701.20
5	17	3-pc Scpn skil set, gl cer, brown	2,000	20.69	41,380.00	32	49	1" deep Tin cooky sheet, nonstick	1,741	2.69	4,683.29
6	29	3-pc Scpn skil set, gl cer, floral	1,882	20.69	38,938.58	33	—	3-pc Saucpn w hndle set, gl cer, floral	214	20.69	4,427.66
7	—	4-pc Mix bowl set, glass, gold	2,996	11.65	34,903.40	34	34	10" Skillet, gl cer, brown	288	15.25	4,392.00
8	44	4-pc Mix bowl set, glass, green	2,216	11.65	25,816.40	35	—	3-pc Scpn w hndle set, gl cer, blue	247	17.09	4,221.23
9	—	4-pc Mix bowl set, glass, brown	2,180	11.65	25,397.00	36	28	2 1/2" deep Dispos alum foil roaster	2,831	1.43	4,048.33
10	—	12 1/4" Open roaster, gl cer, brown	1,518	16.42	24,925.56	37	27	6-oz Custard cup, glass, 4-pk	1,584	2.51	3,975.84
						38	—	12" Fry pan, aluminum, nonstick	258	15.29	3,944.82
						39	—	6-oz Custard cup, glass, amber, 4-pk	1,302	2.96	3,853.92
						40	—	12-cup Muffin pan, nonstick	1,305	2.92	3,810.60
						41	—	3-pc Casserole set, glass, gold	282	13.45	3,792.90
						42	32	10" Fry pan, aluminum, nonstick	277	13.49	3,736.73
						43	36	8" Sq cake pan, glass, amber	1,032	3.59	3,704.88
						44	46	9 1/2" Pie plate, glass, amber	1,518	2.42	3,673.56
						45	6	Microwave browning grill, gl cer	189	19.35	3,657.15
						46	—	8-pc Bakeware set, glass	268	13.45	3,604.60
						47	37	9" Pie plate, glass	2,004	1.79	3,587.16
						48	—	3-qt Saucepan, gl cer, floral	225	15.75	3,543.75
						49	42	3-pc Bake, serve set, glass, gold	324	10.75	3,483.00
						50	40	9 1/2" Pie plate, glass	1,680	2.06	3,460.80

(Continued on page 25)

Discount Store News



PRODUCT MOVEMENT AUDIT

Trade-up Gains

(Continued from page 19)
looks for the basic 12-oz. tumblers used for entertaining.

Merchandising for holiday entertaining was also behind the first-time showing of two 16-pc. glassware sets that were priced at a \$12.15 average retail, ranked No. 1 and 2.

Accidental breaking of glasses during "open-house" entertaining is common, and shoppers are always looking for sets at lower price points for use during the holidays.

But the movement of higher-end glassware reflects shoppers' desire to use more fashionable items at intimate celebrations.

Mr. Pro is a high-end home bartender and wineglass set line, and seven 4-pack offerings ranging from 4 1/2-oz. sour glasses to 10 1/2-oz. wineglasses made the report. The average retail for the set is \$4.76.

On an item basis, an 8-oz. white wineglass in the trade-up Chivalry pattern was No. 7, while a 12-oz. Chivalry goblet was No. 34.

Holiday entertaining was also behind such items as a chip 'n' dip set (No. 23) and an 80-oz. pitcher in the Wheat pattern (No. 28), the latter a new item.

The trade-up interest evident in the bath shop included such items as a brass 18" towel bar with an average retail of \$8.72 as No. 16; 18" towel bar set in chrome, \$7.01, No. 14, and 24" towel bar set in chrome, \$7.64, No. 17.

The average retails for these three items is four and five times more than the tag for the metal and plastic towel bars that comprise most of the listing.

Gadgets are a very basic category with little trade-up merchandise geared for discount

(Continued on page 25)

Hot Movers

(Continued from page 19)

11-oz Wht wine, Citation, 4-pk	39
Butter dish w/cover, Prescut	40
4-lb Apoth jar, Fountain Sq	42
6 1/2-oz Sherbet, Mr Pro	44
10 3/4" Canister	45
16-oz Cooler, Crn Pt, 4-pk	47
6-oz Juice, Gold Bolero	49
4 1/2-oz Cocktail, Mr Pro	50

COOKWARE

3-pc Scpn/skil set, gl/cer, blue	1
6-cup Teapot, gl/cer, brown	2
6-cup Teapot, gl/cer, floral	4
3-pc Scpn/skil set, gl/cer, brn	5
3-pc Scpn/skil set, gl/cer, flrl	6
4-pc Mix bowl set, gl, gold	7
4-pc Mix bowl set, gl, green	8
4-pc Mix bowl set, gl, brown	9
12 1/4" Open roaster, gl/cer, brn	10
7" Pie plate, glass	11
12 1/4" Open roaster, gl/cer, flrl	12
9-pc Ckwr st, mtl, SilverStone	13
6-cup Teapot, gl/cer, Meadow	18
6 1/2" Skillet, gl/cer, floral	20
12 1/4" Open roaster, gl/cer, blue	22
2-qt Obl bake dish, gl w/bskt	29
2"-dp Tin cooky sht, nonstick	30
1"-dp Tin cooky sht, nonstick	32
3-pc Scpn w/hndl st, gl/cer, flrl	33
3-pc Scpn/skil set, gl/cer, blue	35
12" Fry pan, alum, nonstick	38
6-oz Cstrd cp, gl, ambr, 4-pk	39
12-cup Muffin pan, nonstick	40
3-pc Casserole set, gl, gold	41
8-pc Bakeware set, glass	46

(Continued on page 25)

Bunn-O-matic® Coffee Brewers

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CORPORATION

Discount Store News



PRODUCT MOVEMENT AUDIT

Trade-up Gains

(Continued from page 20)

store merchandising. Step-up action that focuses on gourmet gadgets has so far been more successful in conventional department stores and specialty stores.

But the opportunity for trade-up is there, as is seen in the three glass-ceramic cutting boards which captured the top gadget spots. This merchandise has average retail price points ranging from \$12.59 to \$18.89.

High-end Staples

Cookware is the prime basic housewares category where high-end items are staple merchandise. But even here step-up items captured more listings. One example was a nine-piece metal cookware set with a SilverStone finish carrying a \$69.29 average retail that showed up as No. 13.

Four different three-piece glass-ceramic saucepan and skillet sets, each with average retails of more than \$20, made the report, along with one three-piece glass-ceramic saucepan-with-handle set, also with more than a \$20 average.

Despite all this trade-up activity in cookware and even glassware, lower-end staples continued to be important. In cookware, 27 out of the 50 items listed on the PMA had average retails of under \$10. In glassware, 12 bulk beverage listings had average retails of under \$1.

Hot Movers

(Continued from page 20)

3-qt Saucepan, gl/cer, floral ... 48

GADGETS

Cutting board, gl/cer, lrg, brn ... 1
Cutting board, gl/cer, lrg, flrl ... 2
Cutting brd, gl/cer, sml, brn ... 3
Colander strainer ... 7
Rolling pin ... 14
Egg beater, six-wings ... 16
Grater ... 20

BATH SHOP

12" Towel bar, metal ... 3
24" Twin towel bar, metal ... 8
18" Towel bar, brass ... 16
24" Towel bar set, chrome ... 17

NEW ITEMS

GLASSWARE

16-pc Bev set, Nprt Crystal ... 1
16-pc Bev set, Nprt Hny Gld ... 2
12-oz Bev, Summer, 8-pk ... 9
12-oz Bev, Oriental, 8-pk ... 17
80-oz Pitcher, Wheat ... 28
12-oz Bev, Gold Savoy, 8-pk ... 31
14-oz Mug, Chug-A-Mug ... 46

Jamesway Drive Raises \$369,242 For MDA

SECAUCUS, N.J.—Jamesway has raised \$369,242 for the 1979 Muscular Dystrophy Association drive, according to George Irish, a chain vice president.

He said that Jamesway exceeded its campaign goal by \$20,000, and that the total represents the largest single sum presented to MDA by a corporate contributor headquartered in the Northeast.

HOUSEWARES

(Continued from page 20)

\$ Rank Curr. List	\$ Rank Prev. List	Item	Unit Movement	Average \$ Retail	Total \$ Movement
1	—	Cutting board, gl/cer, large, brown	918	18.89	17,341.02
2	—	Cutting board, gl/cer, large, floral	654	18.89	12,354.06
3	—	Cutting board, gl/cer, small, brown	921	12.59	11,595.39
4	1	1-cup Liquid measure	5,844	1.61	9,408.84
5	3	Hand can opener, gear drive	1,981	3.14	6,220.34
6	2	1-pt Liquid measure	2,577	2.06	5,308.62
7	14	Colander strainer	1,683	2.69	4,527.27
8	9	Hand can opener w/piercer	3,527	1.16	4,091.32
9	5	3" Parer	3,415	1.16	3,961.40
10	4	1-qt Liquid measure	1,359	2.69	3,655.71
11	8	Disposal alum foil oven liner	2,099	1.70	3,568.30
12	7	Hand can opener w/bttl opener	4,205	0.80	3,364.00
13	6	Timer, white	500	5.66	2,830.00
14	21	Rolling pin	730	2.96	2,160.80
15	19	5" Utility knife	1,360	1.52	2,067.20
16	—	Egg beater, six-wings	739	2.79	2,061.81
17	15	Hand can opener	694	2.96	2,054.24
18	16	Timer, gold	360	5.66	2,037.60
19	13	Boning knife, Collectable	326	6.25	2,037.50
20	—	Grater	1,616	1.25	2,020.00
21	11	Peeler	3,255	0.62	2,018.10
22	10	Hand can opener, plastic handle	1,114	1.79	1,994.06
23	18	Food chopper	992	1.97	1,954.24
24	12	6" Range reflector	1,402	1.35	1,892.70
25	20	8" Range reflector	999	1.80	1,798.20

BATH SHOP

1	1	Portable shower spray	483	8.55	4,129.65
2	3	18" Towel bar, metal	1,540	1.79	2,756.60

\$ Rank Curr. List	\$ Rank Prev. List	Item	Unit Movement	Average \$ Retail	Total \$ Movement
3	8	12" Towel bar, metal	1,457	1.70	2,476.90
4	7	Shampoo spray	1,269	1.88	2,385.72
5	6	Twin hook, plastic, 4-pk	1,957	1.07	2,093.99
6	2	Toilet tissue holder, metal	1,166	1.79	2,087.14
7	9	24" Towel bar, metal	962	2.15	2,068.30
8	13	24" Twin towel bar, metal	657	2.78	1,826.46
9	11	24" Towel bar, plastic	864	1.79	1,546.56
10	12	Hooks, plastic, 4-pk	1,226	1.25	1,532.50
11	4	Toilet tissue holder, plastic	1,133	1.34	1,518.22
12	15	Wall soap dish, plastic	1,226	1.16	1,422.16
13	14	2 Hooks, plastic	1,975	0.71	1,402.25
14	16	18" Towel bar set, chrome	198	7.01	1,387.98
15	10	18" Towel bar, plastic	853	1.61	1,373.33
16	22	18" Towel bar, brass	156	8.72	1,360.32
17	23	24" Towel bar set, chrome	162	7.64	1,237.68
18	18	18" Towel bar, metal	490	2.51	1,229.90
19	21	12" Towel bar, plastic	805	1.52	1,223.60
20	24	Toothbrush tumbler holder, plastic	912	1.34	1,222.08
21	19	Toothbrush tumbler holder, plastic	1,050	1.16	1,218.00
22	20	Bath tub appliques	1,122	1.07	1,200.54
23	25	Towel ring, plastic	620	1.88	1,165.60
24	5	Toilet tissue holder, metal	717	1.61	1,154.37
25	17	Towel ring, plastic	859	1.34	1,151.06

Source: HalMar Distributors

Circus World Realigns Buyers

TAYLOR, Mich.—Circus World Toy Stores has announced a realignment of buying responsibilities.

Bruce Gierz will assume responsibilities for novelties, games, arts and crafts, educational, electronics, Christmas, Easter, Halloween and hobbies.

Ray Vigh will buy rack toys, preschool, plush, nonriding ve-

hicles, sporting goods, snow and summer categories.

Bob Goldstein, newly appointed vice president of merchandising, will also assume buying responsibilities for dolls, activity toys, action figures, bulk toys and ride-ons.

Philip Bloom, senior vice president, will continue to buy closeouts.

If you sell one, you sell'em all.

The trouble with loose cans of motor oil is that it's difficult, without getting your clothes dirty, to carry more than a couple at a time.

So, Phillips Petroleum came up with a very sensible solution—a six pack of Trop-Artic 10W40 All Season Motor Oil that comes pre-packed from the refinery in a protective carton.

It's an idea that actually makes it easier for a do-it-yourselfer to walk out of your store with a complete oil change than it is to buy two or three cans.

Naturally, selling motor oil in multiples of six means higher turnover and higher profits for you.

And Trop-Artic 6-Paks have many other important advantages, too. They're delivered four 6-Paks to a master case for easier handling through your warehouse. And because you can stock up, stack up, ring up, and sack up six cans at a time, your operating costs go down. Your motor oil display will also be more

attractive. That's because Trop-Artic 6-Paks stack squarely and solidly, reduce soiling and staining, and grab attention with bright eye-catching 4-color graphics.

For more information, talk to a member of our Trop-Artic Sales Force or contact Lubricants Marketing Developments Section, Phillips Petroleum Co., 367 Adams Bldg., Bartlesville, Okla., 74004. (918) 661-6692.

You'll find Trop-Artic 6-Paks not only make sense—they make six times as much cents as selling single cans of oil.



The Trop-Artic 6-Pak is pre-packed at the refinery.



TROP-ARTIC
From The Performance Company

Housewares Show Issue

Discount Store News

VOL. 19, NO. 1

Published Biweekly, Every Other Monday, Monthly in December, by Lebhar-Friedman Inc.

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JANUARY 14, 1980

Chains Tighten Housewares Buys; Better ROI Is Goal

Nationwide DSN Report

Discount store and catalog showroom housewares/electrics merchandisers in the first half of the year will concentrate on improving return on investment. They will be buying less and relying more on distribu-

tors to reduce their inventory investment and increase turnover.

The reasons behind this financial-oriented merchandising are the high interest rates and the uncertain state of the economy, especially in the first

few months of the year when a downturn—if it occurs—is expected to be most evident.

Discounters and catalogers agreed that despite the foggy outlook for the economy, one paradoxical trend will continue—the effort to step up lines, based on the idea that while consumers will be spending less, they will be buying the top items to get the best value for their money.

The merchandisers also noted that there will be a greater reliance on promoting basics and consumables because:

- This merchandise has great appeal to shoppers.
- There is merchandising con-

tinuity.

- Only limited amounts of promotional goods are available from manufacturers as they, too, tighten up on their inventories to reduce their investment and need to borrow money.

A prime problem facing discounters and catalogers is countering manufacturer prices, which will have 7%-10% run-of-the-mill boosts, with higher amounts for oil-based plastics and energy-intensive aluminum and glass.

Discounters and catalogers set to attend the January housewares shows in Chicago planned to counter the price hikes by (a) switching to other, lower-priced lines if possible;

(b) delaying the boosts by buying at the older costs, and/or (c) pressing for more advertising dollars and other allowances.

But the merchandisers were quick to acknowledge that price

(Continued on page 30)



Discounters' trend to step up cookware, as in J. W. Mays, Massapequa, N.Y., includes fashion-oriented displays and merchandising of high-end sets and nonstick-finish goods.

New Corning Line Makes a Stir As Cookware Trade-up Bubbles

Nationwide DSN Report

Major changes are brewing in the cookware field, stirred by the following:

On the retail side, discount stores and catalog showrooms have increased their focus on merchandising step-up cookware, with higher-end, nonstick coating as the key selling feature.

On the manufacturer side, Corning Glass has developed Rangetoppers as a line of aluminum-clad Corning Ware. It

has positioned the line as traded-up, top-of-the-stove cookware with its "competitors... seen as Farberware, Revere Ware and Club Aluminum," according to Corning.

Revere Ware and Club Aluminum were set at presstime to introduce their first lines of SilverStone-coated cookware at the January housewares show.

Executives of both firms said their moves were planned before Corning's announcement of its new stovetop cookware, and weren't a reaction to the latter's action. The two metal cookware manufacturers' decision to use SilverStone for the first time denotes the impact that this traded-up coating has made on the cookware field, the executives asserted.

Farberware has taken a different tack in its step-up marketing. Rather than add a nonstick coating to its cookware, the company late last year introduced the Advantage Collection of stainless steel-clad aluminum cookware as its new top-of-the-line, with items priced from \$36 to \$120.

Corning's plan to compete directly with metal cookware manufacturers in the stovetop area could have the greatest im-

(Continued on page 30)

Hear Rangetoppers In Nonstick Test

Corning Glass is testing a nonstick coating for its new Rangetoppers cookware, DSN has learned.

Corning executives declined to discuss the matter beyond noting that they have experimented with Teflon as a possible nonstick coating for their products.

Corning's nonstick coating for its cookware test is a layer of company-developed glass that gets more nonstick as it gets hotter.

K mart Switches From Controlled Brand To Hoover Derivative Vacuum Cleaners

By Arthur Markowitz

TROY, Mich.—K mart has phased in a line of four Hoover derivative vacuums as the replacement for its controlled brand of Flor Genie floor care products.

It's a move to offer shoppers a mix of national brand vacuums that can't be price-compared with items carried by other discounters or catalog showrooms.

The Hoover vacuums are

positioned as the lead-in to the Eureka derivative models that were also K mart's top-of-the-line when the discounter carried Flor Genie models.

K mart's use of Hoover derivative vacuums reflects the growing interest among discounters to use such items to merchandise floor care appliances that can't be price-shopped, and that have a stable continuity. Manufacturers in

the past have changed models as often as twice a year, resulting in discounters needing to mark down leftovers.

Adding Hoover vacuums wasn't the only housewares/electrics change under way at K mart. Other moves included:

- Testing a new location for traffic appliances in three New Jersey stores opened at presstime. The department has been

(Continued on page 40)

DSN Case Study

Cube Displays Maintain Mix in Smaller Woolcos

NEW YORK—Woolco has gone to cube merchandising of housewares and traffic appliances to maintain its basic assortment in the smaller-prototype stores that the chain has started to open.

The move to cube merchandising is seen as helping to boost turnover. Merchandisers have retained the same number of sku's but reduced inventory at the store level, obtaining more goods from the chain's network of

four warehouses and from distributors.

In nonelectric housewares, Woolco aims to increase margins by one-half to one point. It will adjust its mix to focus on step-up goods in selected areas such as cookware, where nonstick coated merchandise is now the top of the line with three sets in the \$40-\$50 range.

In electrics, competition prevents any retailer from increasing margins, a merchant-

(Continued on page 60)



Woolco's cube merchandising in Rising Sun Plaza, Philadelphia, store calls for limited stock under electrics samples. Note alternating shelves of samples and stock. (DSN photos)

Discounters Rely More on Retail Staff to Cut Theft



Discounters are placing less reliance on guards, such as plainclothes security man (r.) at Jamesway, Ledgewood, N.J., in favor of loss-prevention training for all store personnel. (DSN photo)

NEW YORK—Discounters are becoming more sophisticated in dealing with thefts, according to preliminary findings by Arthur Young & Co.

The "big eight" accounting firm, commissioned by the National Mass Retailing Institute to conduct the first-ever industry survey on controlling shrinkage, reported that discounters are moving away from "security"—uniformed guards stationed at exits—and are increasingly devising loss prevention systems that rely on retail employees.

The full report will be presented at the NMRI's Top Management Conference in Florida later this month.

"Based on preliminary findings," said Errol M. Cook, chairman of Arthur Young's national retail group, "it's apparent that there is a growing

commitment to loss prevention and real interest among chains about the experience of other retailers in this field. Loss prevention is getting more attention from senior management, to whom security directors are increasingly assigned to report."

While at presstime all data
(Continued on page 22)

Federated Names Old-liner Guinan Gold Circle Prez



James Guinan

WORTHINGTON, Ohio—Federated has tapped James Guinan, a department store executive with a strong operations background, for the presidency of discounter Gold Circle.

He succeeds Norman Matthews, who in turn replaces founder Hal W. Field as chairman and CEO. Field retired at the end of 1979 after 17 years at Gold Circle and Federated's Lazarus division.

Guinan, 46, president of Milwaukee's Boston Store, will try to apply his operations skills to brighten Gold Circle's lackluster bottom line. His experience in personnel, finance, and distribution should complement Matthews' merchandising orientation.

Matthews became president of the Ohio discounter in July 1978, after a five-year stint at Korvettes, as a senior vice-president of marketing and later as general merchandise manager.

Industry analysts have suggested that Gold Circle has suffered from underfunding and a lack of interest from its department store-oriented parent.

(Continued on page 112)

In This Issue...

SAFETY. Product recalls have been a cumbersome project at best for retailers, consumers and government agencies. Sam Zagoria, vice chairman of the Consumer Product Safety Commission, discusses with DSN proposals on how that burden can be eased while increasing the effectiveness of safety recalls. P. 20.

NEW LEADER. The glamour product in the traffic appliance line, the food processor, has become a promotional staple for discounters. Despite inflationary pressures on other small electrics, the advertised prices of food processors dipped in 1979 and the price spread among chains narrowed. P. 31.

PRODUCTIVITY. The key to successful retailing today and tomorrow is employee productivity, one area in which a retailer can significantly control his costs. In this issue, the DSN/Touche Ross Discount Management Development Series focuses on improvements that can be made to get the most out of labor costs. P. 16.

FLOOR PRICE. Improving the profitability of floor-care appliances is the topic of the housewares section seminar. Buyers from top discounter chains and leading manufacturers explore the options available to retailers. P. 77.

DRESSED UP. Apparel specialty discounters are giving traditional specialists fits with new price competition, leading one small retailer to try to retaliate against common suppliers. However, newcomers like Woolworth's J. Brannan report no difficulties getting branded merchandise. Pp. 98, 100.

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CD's Answer to Deception Charges: Sales Boom Caused Out-of-Stocks

EDISON, N.J.—Has success hurt Consumers Distributing?

An executive asserted that same-day sales increases that surpassed 100% in some showrooms caused the cataloger to run out of stock on a broad array of items featured in two hol-

iday flyers. This, he said, resulted in Consumer Affairs agencies in Nassau and Westchester Counties, New York, filing violation charges against the chain.

The Nassau County agency filed charges of 50 violations against the cataloger for "de-

ceptive trade practices" for not having merchandise to back up ads.

The Westchester County agency at presstime was completing drawing up papers that would cover about 380 alleged violations, charging failure to have sufficient goods to support ads.

Officials of both agencies asserted that Consumers Distributing had the greatest number of violations of any retailer. One official said: "I believe that they had no idea of fulfilling orders; they just wanted to lure people into the store to get rid of stock."

The cataloger, shortly after the two agencies announced their actions, promoted David Muster from giftware buyer to director of inventory control to assume some duties formerly handled by George Graff, senior vice president, who has left the company.

Any possible implication that the change was partly connected to the firm's supply problems wasn't denied by an executive with the cataloger.

He explained that the inventory shortages were "directly caused by too much business. We weren't equipped or prepared to handle the kind of sales

(Continued on page 11)

Horton, Stinson and Filer Are Promoted at DSN

Stuart J. Horton, editor/associate publication director of *Discount Store News*, was promoted to publication director effective Jan. 1, 1980.



Horton

Horton's eight-year tenure with the Lebharr-Friedman publication included stints as a field editor, managing editor and editor prior to his being named editor/association publication director last year.

Managing editor Douglas W. Stinson was moved into the vacated editor's position, effective the same date. Prior to becoming

ing managing editor last year, Stinson had been an associate editor.

Sales representative Fred J. Filer was promoted to eastern advertising manager.

Filer had been the New York regional sales representative for two years, and will now be responsible for supervision of sales on the East Coast.

Announcements of all three promotions were made at Lebharr-Friedman's annual sales and editorial meetings last month at New York's St. Regis Hotel.



Stinson

Spotlight on: Thematic Display

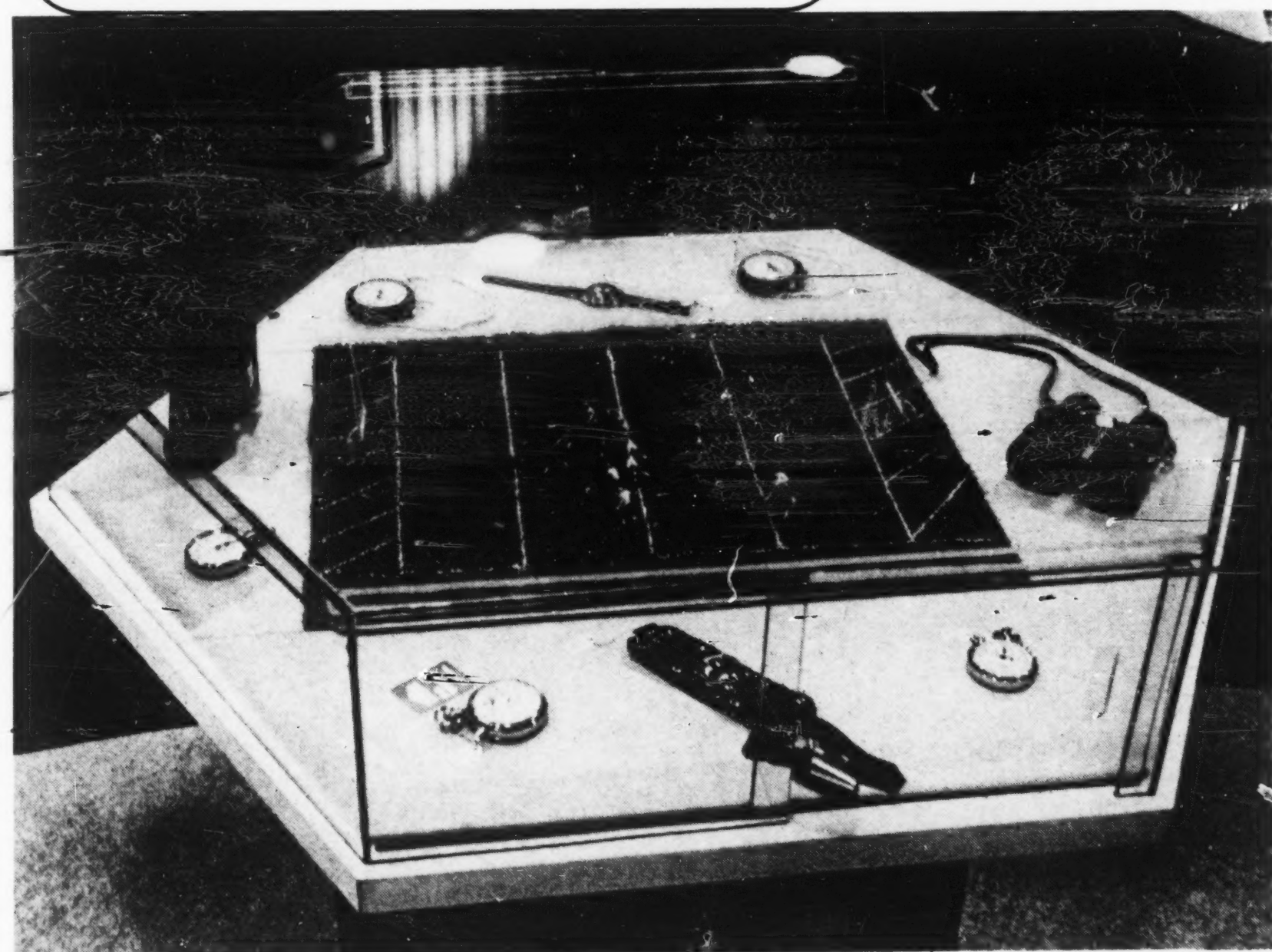
This Cataloger Gets Into the 'Story' Game

BUFFALO—Arranging a display around a theme or "telling a story" is an effective technique used by discounters. However, catalog showrooms generally haven't exploited this method.

An exception is Century House, which highlights samples in a theme setting by using company-designed, hexagon-shaped, glass showcases, set on round bases.

The showcases are used as freestanding displays, as seen (right) in the Como Mall, Cheektowaga, N.Y., showroom.

The "story" treatment in this showcase had a miniature football field as the setting, with samples of merchandise that is used to watch and time plays as the tie-in.



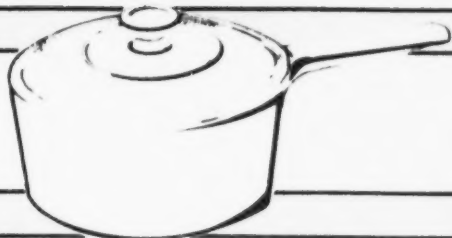
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Vol. 19, No. 1 Jan. 14, 1980



HOUSEWARES SHOW SECTION

Discount Store News



PRODUCT MOVEMENT AUDIT

Drips Rebound To No. 1 Spot In Electrics

By Howard Bobroff President, Myron Nickman Distributors

The strong recovery in drip coffeemaker sales—following the '79 drop in coffee prices—was evident in the Product Movement Audit for the Oct. 15 through Nov. 9, 1979, period. The classification led the electric housewares category in both unit and total dollar movement.

The coffeemakers' rebound was aided as discounters and other retailers stocked up on

Figures supplied by Myron Nickman Distributors, a division of Cook United, Maple Heights, Ohio, cover 900 stores, including 125 discount department stores in the Midwest. Average retail prices listed by the distributor reflect typical price points for discount clients.

best-selling electric housewares in preparation for the holiday gift-giving period; drip coffeemakers are among the more popular electric gifts.

The other electric housewares that are key gift items are personal care appliances, and both styler/dryers and curling wands scored high on the PMA. Styler/dryers were No. 2 overall and curling wands were No. 3 in unit movement and No. 4 in total dollar movement by virtue of their lower average retail compared to other electrics.

(Continued on page 49)

Newcomers, Climbers

The following "New Items" chart lists items (and their rank) that are appearing on the Myron Nickman Distributors electric housewares PMA for the first time. In addition, under the heading "High Risers" are items (and their rank) that have moved up five or more places from the previously published report.

Category/Item Rank

NEW ITEMS

STYLER/DYERS	
Conair 1200W Pro Stlr w/brsh	1
Sunbeam 1200W Win-Aire	3
Clairol 1200W Shoot the Breeze	5
George 1200W compact	12

CURLING WANDS	
Northern Pro Styling Brush	2
Windmere Setting Pretty	3
Dallas Hot Pick	5
Norelco Wave Maker	6
Conair Little Misty	10

(Continued on page 49)

ELECTRIC HOUSEWARES

\$ Rank Curr. List	\$ Rank Prev. List	Item	Unit Movement	Average \$ Retail	Total \$ Movement
STYLER DRYERS					
1	—	Conair 1200W Pro Stlr w/brsh	1,444	21.39	30,887.16
2	—	Gillette 1400W Supermax Pro	931	21.38	19,904.78
3	—	Sunbeam 1200W Win-Aire	1,248	13.23	16,511.04
4	—	Gillette 1200W Supermax	682	22.08	15,058.56
5	—	Clairol 1200W Shoot the Breeze	744	17.36	12,915.84
6	—	Norelco 1000W Gotcha Gun	991	11.65	11,545.15
7	—	Conair 1000W Pro Dryer	755	13.36	10,086.80
8	1	Gillette 1000W Supermax 2	493	18.60	9,169.80
9	—	Conair 1200W Pistol Power	733	12.39	9,081.87
10	—	Clairol 1200W Son of a Gun	397	20.71	8,221.87
11	4	Clairol 1200W One-for-the-Road	395	20.05	7,919.75
12	—	George 1200W compact	664	11.70	7,768.80
13	12	Norelco 1200W Gotcha Gun	508	14.25	7,239.00
14	7	Northern 1000W	600	11.41	6,846.00
15	—	Windmere 1250W Boss	519	12.83	6,658.77
16	2	Shetland 1200W Pony Pro	691	9.59	6,626.69
17	6	Gillette 1000W Pro Max cmcpt	425	14.69	6,243.25
18	11	Windmere 1200W Dry Baby	327	11.35	3,711.45
19	6	Gillette 1200W Pro Max cmcpt	179	20.40	3,651.60
20	10	Northern 1200W Pro Blwr	295	10.70	3,156.50
21	9	Gillette 1200W Sprmx Critp	100	23.28	2,328.00
TOTALS			13,121		205,532.68
CURLING WANDS					
1	4	Windmere Curling Brsh	2,321	8.68	20,146.28
2	—	Northern Pro Styling Brsh	1,129	7.99	9,020.71

\$ Rank Curr. List	\$ Rank Prev. List	Item	Unit Movement	Average \$ Retail	Total \$ Movement
3	—	Windmere Setting Pretty	1,531	5.55	8,497.05
4	7	Windmere Kwik Curl Wndr Br	1,720	4.81	8,273.20
5	—	Dallas Hot Pick	660	11.38	7,510.80
6	—	Norelco Wave Maker	404	14.25	5,757.00
7	2	Gillette Body & Curl	372	14.69	5,464.68
8	—	Sunbeam Mist Stick swvl crd	602	8.73	5,255.46
9	10	Clairol Crazy Curl	283	12.03	3,404.49
10	—	Conair Little Misty	275	10.45	2,873.75
11	6	Norelco Curl Q	255	16.35	2,639.25
12	11	Conair Curl 'N Carry	205	11.73	2,404.65
13	3	Gillette Super Curl cmcpt	149	13.35	1,989.15
TOTALS			9,906		83,236.47

DRIP COFFEEMAKERS					
1	4	North Amer Mr. Coffee 12-cp svr	3,577	36.45	130,381.65
2	—	North Amer Mr. Coffee 10-cp	4,445	24.41	108,502.45
3	3	North Amer Mr. Coffee 10-cp w svr	1,533	31.76	48,686.08
4	1	Proctor-Silex 10-cp	1,961	19.81	38,847.41
5	—	Norelco Express 4-cp	960	19.44	18,662.40
6	—	Norelco 12-cp Dial-a-Brew	403	35.00	14,105.00
7	2	Norelco 10-cp Dial-a-Brew	426	27.23	11,599.98
8	—	Regal 4-cup mini	179	14.65	2,622.35
TOTALS			13,483		373,409.32

SPECIALTY ELECTRICS					
1	1	Wear-Ever Popcorn Pumper	1,205	29.15	35,125.75
2	2	Presto Popcorn Now	815	31.43	25,615.45
3	13	Sunbeam Grt Amrcn Ppcrn Mchn	436	21.74	9,478.64
4	9	Hamilton Beach Bttr Up Pppr	631	14.03	8,852.93
5	—	Toastmaster mini-grddl	376	20.86	7,843.36
6	5	Presto Fry Daddy	289	24.53	7,089.17
7	—	Mirro Butter/Rite crn pppr	600	9.03	5,418.00

(Continued on page 49)

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